

Business Analysis Enhanced by AI

Duration: 2 Days

Audience: Analyste d'affaires

Who is this training for?

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- Business analysts and functional analysts seeking to refresh and enhance their business analysis expertise.
- Professionals interested in transitioning into a business analyst role.
- Individuals involved in digital transformation initiatives who want to apply modern business analysis practices and leverage AI-powered conversational agents to improve outcomes.

Training objectives

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Participants will be able to:

- Understand the role of the business analyst in the context of digital transformation, agility, and artificial intelligence;
- Apply tools, techniques, concepts, and best practices that support effective business analysis while adapting them to their organizational reality;
- Use conversational AI agents to accelerate the digital solution design process;
- Build a practical starter toolkit that enables immediate application of the techniques and concepts presented during the course.

Summary

In a context where organizations must deliver high-value digital solutions faster than ever, the role of the business analyst has never been more strategic. More than simply serving as an intermediary, the business analyst becomes a true transformation catalyst, bridging business vision and execution.

This immersive two-day workshop will enable participants to master industry best practices in business analysis (including BABOK and BIZBOK), from requirements elicitation through solution evaluation, while incorporating the practical use of conversational AI agents. Participants will develop a structured, modern, and results-oriented approach that is essential to ensuring that every initiative generates tangible business value.

Whether you are a business analyst, business architect, or actively involved in transformation projects, you will leave with a practical toolkit that will help you deliver more relevant analyses, influence decision-making, and actively contribute to the creation of sustainable value within your organization.

Course outline

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Day 1 – Morning

Chapter 1 – Introduction to Business Analysis

- Core business analysis concepts
- Challenges faced by business analysts
- The business analysis process based on industry best practices
- Group discussions and knowledge sharing

Chapter 2 – Planning Business Analysis Activities

- Planning the approach, stakeholder engagement, governance, and information management
- Stakeholder engagement strategies
- Roles and responsibilities
-

Professional tips and best practices

- Tools, techniques, discussions, and group activities

Day 1 – Afternoon

Chapter 3 – Business Requirements Elicitation

- Defining business needs
- Preparing for requirements elicitation
- Conducting elicitation activities
- Leveraging conversational AI agents
- Tools, techniques, discussions, and group activities
- Practical case study exercise

Chapter 4 – Analysis and Modeling Techniques

- Strategic analysis and intent assessment
- Evaluating business needs
- Root cause analysis
- Identifying strengths, weaknesses, opportunities, and threats (SWOT)
- Identifying issues and risks
- AI-assisted versus manual analysis: benefits, limitations, and common pitfalls
- Tools, techniques, discussions, and group activities
- Practical case study exercise

Day 2 – Morning

Chapter 5 – The Analysis Cycle Through Solution Definition

- Defining SMART business objectives
- Elaborating business requirements
- Elaborating non-functional requirements
- Defining the target-state vision

- Identifying solution options
- Professional tips and best practices
- Tools, techniques, discussions, and group activities
- Practical case study exercise

Day 2 – Afternoon

Chapter 6 – Business Requirements Lifecycle Management

- Managing business requirements as a corporate asset
- Maintaining and updating business requirements
- Requirements traceability
- Change impact analysis
- Business requirements baselines
- Professional tips and best practices
- Tools, techniques, discussions, and group activities
- Practical case study exercise

Chapter 7 – Solution Evaluation

- Measuring and analyzing solution performance
- Assessing solution and organizational limitations
- Identifying opportunities for solution improvement
- Evaluating the value delivered by the solution
- Professional tips and best practices
- Tools, techniques, discussions, and group activities
- Practical case study exercise

Chapter 8 – Review of Key Learnings

- Additional tools and techniques
- Group discussions and knowledge sharing
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Approach and methodology

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The course combines practical explanations, hands-on exercises based on a real-world case study, and group discussions.

Prerequisites

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Participants should have a general understanding of business analysis concepts.

Recommendations

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To maximize the benefits of this course, participants are encouraged to have:

- Strong analytical and problem-solving skills;
- Familiarity with business and technology processes, including ERP and CRM systems;
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A basic understanding of data, metrics, and key performance indicators (KPIs);

- Intermediate proficiency in Microsoft Excel.